

Exhibit G

(previously filed as Dkt. 660-7)

**UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION**

United States of America, *et al.*,

Plaintiffs,

v.

Google LLC,

Defendant.

Case No. 1:23-cv-00108-LMB-JFA

Hon. Leonie H. M. Brinkema

EXPERT SUPPLEMENTAL REPORT OF ROBIN S. LEE, PHD

March 4, 2024

Appendix B. Additional figures

B.1. US publisher ad server market shares

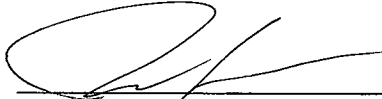
Figure 6. Annual US publisher ad server impression shares (2018–2022)

Publisher geography source	Publisher ad server	2018	2019	2020	2021	2022
Google AdX/OB crosswalk (Lee Initial Report)	Google	89.0%	86.7%	92.3%	90.7%	86.5%
	██████████	0.5%	0.8%	1.1%	1.1%	4.3%
	██████████	0.0%	0.0%	0.1%	0.1%	0.2%
	████████████████████		2.4%	1.1%	0.4%	0.1%
	██████████	2.4%	4.7%	2.8%	2.4%	2.8%
	██████████	2.5%	2.2%	1.2%	1.3%	0.8%
	████████████████████	5.7%	3.1%	1.5%	4.1%	5.3%
Google AdX/OB crosswalk, supplemented by US GAM fees data	Google	89.2%	87.0%	92.4%	90.8%	86.7%
	██████████	0.5%	0.8%	1.1%	1.1%	4.2%
	██████████	0.0%	0.0%	0.1%	0.1%	0.2%
	████████████████████		2.4%	1.1%	0.3%	0.1%
	██████████	2.3%	4.6%	2.7%	2.3%	2.8%
	██████████	2.5%	2.2%	1.2%	1.2%	0.8%
	████████████████████	5.5%	3.1%	1.5%	4.1%	5.2%

Source: Publisher ad server panel; Late-Produced US GAM fees data (GOOG-AT-MDL-DATA-000561425).

Notes: 1. Limited to open-web display impressions on mobile and desktop devices (includes house ads). US geography is based on publisher location. 2. The ██████████ data do not contain information on device type, transaction type, ad type, instream/outstream or mobile channel. Since the data do not allow me to identify ██████████ open-web display impressions, I conservatively include all ██████████ impressions. 3. Similarly, the ██████████ data does not distinguish between ad types. Therefore, I conservatively include all ██████████ ad types. 4. ██████████ data and ██████████ data do not distinguish between instream and outstream video ads, so I conservatively include all video impressions on in-market devices. 5. The ██████████ data do not distinguish between US and ROW publishers, so I conservatively include all ██████████ publishers. Geography information is unavailable for many of ██████████ impressions, so I conservatively include all of these impressions in the US share calculations. The ██████████ data groups US and Canadian publishers, so both countries are included in this figure. Geography information is unavailable for some publishers in the Google data. To be conservative, I consider all of these publishers to be non-US publishers. 6. Due to reported data issues, ██████████ data is missing in July 2022. ██████████ data is missing in May, July and November of 2018. ██████████ data is unavailable prior to May 2019. ██████████ is unavailable prior to April 2018. ██████████ data is missing in October 2018 and April 2022. In these instances, I annualize the third-party data to represent full years (except for ██████████ in 2018, where no months of the data are available).

Expert Supplemental Report of Robin S. Lee, PhD



Robin S. Lee, PhD

March 4, 2024

Date

HIGHLY CONFIDENTIAL